

WHAT IS CLAIMED IS

1. A device for driving a luminescent display panel, the device being the one for driving an active matrix type display panel that is equipped with a plurality of luminescent elements that are arrayed at the positions of intersection between a plurality of data lines and a plurality of scanning lines and at least each one of that is luminescence controlled via a light-up drive transistor,

having a construction wherein a light-up mode in which a forward-directional voltage is applied to the luminescent element via the light-up drive transistor and a reverse bias voltage applying mode in which a reverse bias voltage is applied to the luminescent element via the light-up drive transistor can be selectively determined, and

wherein, in case where the reverse bias voltage applying mode is selected, there operates reverse bias voltage applying means that applies a reverse bias voltage to the luminescent element while bypassing the light-up drive transistor.

2. The device for driving a luminescent display panel, according to claim 1, wherein the reverse bias voltage applying means includes a diode or TFT that, by being connected in parallel to the light-up drive transistor, becomes electrically conductive when applied with a reverse bias voltage.

3. The device for driving a luminescent display panel, according to claim 1 or 2, wherein electrode lines having commonly connected thereto the plurality of luminescent elements arrayed correspondingly to the scanning lines are formed in the way of

their being electrically separated every scanning line, whereby the device has a construction wherein, by applying a prescribed voltage level to the respective electrode lines, the reverse bias voltage applying mode is selected.

4. The device for driving a luminescent display panel, according to claim 3, wherein the electrode lines are cathode lines having commonly connected thereto the cathode sides of the respective luminescent elements arrayed correspondingly to the scanning lines.

5. The device for driving a luminescent display panel, according to claim 3, wherein the electrode lines are anode lines having commonly connected thereto the anode sides of the respective luminescent elements arrayed correspondingly to the scanning lines.

6. The device for driving a luminescent display panel, according to claim 1 or 2, wherein the luminescent element is constructed with the use of an organic EL element that uses an organic compound as the material of the luminescent layer.

7. The device for driving a luminescent display panel, according to claim 3, wherein the luminescent element is constructed with the use of an organic EL element that uses an organic compound as the material of the luminescent layer.

8. The device for driving a luminescent display panel, according to claim 4 or 5, wherein the luminescent element is constructed with the use of an organic EL element that uses an organic compound as the material of the luminescent layer.

9. The method of driving an active matrix type display

panel that is equipped with a plurality of luminescent elements that are arrayed at the positions of intersection between a plurality of data lines and a plurality of scanning lines and at least each one of that is luminescence controlled via a light-up drive transistor,

comprising a luminescent element light-up step of applying a forward-directional voltage to the luminescent element via the light-up drive transistor and a reverse bias voltage applying step of applying a reverse bias voltage to the luminescent element via the light-up drive transistor,

whereby, in case where the reverse bias voltage applying step is executed, there operates reverse bias voltage applying means that applies a reverse bias voltage to the luminescent element while bypassing the light-up drive transistor.

10. The method of driving a luminescent display panel, according to claim 9, wherein electrode lines having commonly connected thereto the plurality of luminescent elements arrayed correspondingly to the scanning lines are formed in the way of their being electrically separated every scanning line, whereby a reverse bias voltage is applied in the way in which the timings of applying it do not coincide with each other every electrode line.

11. The method of driving a luminescent display panel, according to claim 10, wherein a unit frame period is divided into a plurality of sub-field periods; according to the luminescing time period percentage of the luminescent element that is determined every sub-field, multi-gradation expression

is executed; and, within the non-luminescing time period of the luminescent element in the sub-field period, a reverse bias voltage is applied.

12. The method of driving a luminescent display panel, according to claim 10, wherein, within an addressing period of time wherein addressing is done every scanning line, a reverse bias voltage is applied to the electrode line.